

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

# ANNUAL RETAIL TRADE REPORT 2003



FORM  
**SA-44E**  
(12-15-2003)

**DUE  
DATE** ➔

**NOTICE** — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

**RETURN COMPLETED TO**  
➔ U.S. CENSUS BUREAU  
1201 East 10th Street  
Jeffersonville, IN 47132-0001  
FAX 1-800-447-4613

**Any questions call  
1-800-772-7851 weekdays,  
8:30 a.m. to 5:00 p.m. EST**

PROMPT RETURN WILL RESULT IN  
CONSIDERABLE SAVINGS TO YOUR  
GOVERNMENT.

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

## GENERAL INSTRUCTIONS

**Please read all instructions and complete all items in this report.** If book figures are not available, carefully prepared estimates, labeled "Est." are acceptable.

For those establishments acquired or sold during 2003, only include data for the period they were operated by your firm.

This report should cover ALL retail establishments whose payroll was reported on the Employer's Quarterly Federal Tax Return, Treasury Form 941, **under the Employer Identification Number (EIN)** shown in the address label (or as corrected in item 1A).

### Leased departments and concessions

**1. Include** in all items of this report, retail leased departments and concessions operated by this firm in establishments of others (e.g., shoe departments in department stores, prescription counters in food stores, gift shops in hotels, concession operations in sports stadiums) which report payroll under this firm's current EIN shown in the address label (or as corrected in item 1A).

Data for auxiliary facilities operated under this EIN primarily engaged in furnishing supporting services to your retail establishments (such as warehouses, garages, central administrative offices, and repair services), should also be included in this report.

**2. Exclude** from all items of this report, departments and concessions operated by other firms in your retail stores.

**Data for retail establishments operated by other firms, such as franchises, should be excluded from this report.**

## SPECIAL INSTRUCTIONS

### Item 1A FEDERAL EMPLOYER IDENTIFICATION NUMBER

Does your firm currently report payroll under the EIN shown in the address label?

020 1  YES — Go to item 1B ➔

2  NO

- (1) Enter your present EIN . . . . .
- (2) When did you start reporting payroll under this EIN? . . . . .

021									
			-						
Month					Year				
022									

### Item 1B NUMBER OF RETAIL ESTABLISHMENTS

Enter the total number of retail establishments, including departments and concessions, covered by this report as of December 31, 2003. ➔

Number as of December 31, 2003	
110	

**CONTINUE ON REVERSE SIDE** ➔

**Item 2A TOTAL SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 2003**

**See instruction sheet for detailed directions.**

Book figures for the calendar year 2003 should be reported in items 2Aa through 2Ac below. If book figures for the calendar year are not available, carefully prepared estimates for the calendar year are preferable to book figures covering another period.

a. Sales of merchandise and other receipts for all retail establishments, departments, and concessions. —————>

**NOTE — Include excise taxes on sales of items such as gasoline, liquor, and tobacco. Include e-commerce sales.**

**Do not include in item 2Aa** receipts collected from customers for **carrying charges** or other charges for credit or **sales taxes** which were forwarded directly to taxing authorities.

b. Did your firm collect sales taxes which were forwarded directly to taxing authorities?

**NOTE — Do not include excise taxes reported in item 2Aa.**

120 1  YES — Report the amount of such taxes collected. —————>

2  NO

c. **TOTAL sales of merchandise and other operating receipts including sales taxes collected and forwarded directly to taxing authorities —**

**Sum of items 2Aa and 2Ab** —————>

2003			
Bil.	Mil.	Thou.	Dol.
100			
\$			
102			
\$			
103			
\$			

**Item 2B E-COMMERCE SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 2003**

**E-commerce sales and other operating receipts are sales of goods and services, where an order is placed by the buyer or price and terms of the sale are negotiated over an Internet, extranet, EDI network, electronic mail, or other online system. Payment may or may not be made online.**

a. Did your firm have e-commerce sales during 2003?

130 1  YES 2  NO — **SKIP to item 2D**

b. E-commerce sales by your firm for 2003. (Include e-commerce sales in item 2Aa. Exclude sales taxes.) —————>

2003			
Bil.	Mil.	Thou.	Dol.
113			
\$			

**Item 2C E-COMMERCE SALES**

a. Do the e-commerce sales in Item 2B include sales to customers located outside the United States?

610 1  YES — Go to item 2Cb  
2  NO — **Skip to Item 2D**

b. Check the percentage of total e-commerce sales in Item 2B that were to customers located outside the United States. (Reminder: E-commerce sales from U.S. locations only)

620 1  <1%  
2  1%—5%  
3  6%—10%  
4  >10%

**Item 2D SALES REPORT PERIOD**

a. Do the data reported in items 2A and 2B represent the calendar year (January 1 through December 31) for 2003?

121 1  YES — Go to item 3  
2  NO — Enter the period that the data represent. —————>

104	Month	Day	Year
<b>From</b>			
105			
<b>To</b>			

<b>Item 3 CLASS OF CUSTOMER</b>	Percentage of total sales
Report the percentage of this firm's total sales in 2003 (Item 2Aa) for each class of customer. <b>Class of customer</b>	
a. Households . . . . .	600 %
b. Wholesalers and other retailers . . . . .	601 %
c. Other businesses and private nonprofit institutions . . . . .	602 %
d. Governments . . . . .	603 %

<b>Item 4 MAJOR MERCHANDISE LINES</b>  <i>For clarification regarding merchandise lines call 1-800-772-7851.</i>	<b>2003</b>											
	Total sales						E-commerce sales					
	(a)						(b)					
	Bil.	Mil.	Thou.	Dol.	or	Percent	Bil.	Mil.	Thou.	Dol.	or	Percent
a. Books and magazines . . . . .	700				800	720				820	%	
	\$				%	\$				%	%	
b. Clothing and clothing accessories (Include footwear) . . . . .	701				801	721				821	%	
	\$				%	\$				%	%	
c. Computer hardware . . . . .	702				802	722				822	%	
	\$				%	\$				%	%	
d. Computer software . . . . .	703				803	723				823	%	
	\$				%	\$				%	%	
e. Drugs, health aids, and beauty aids . . . . .	704				804	724				824	%	
	\$				%	\$				%	%	
f. Electronics and appliances . . . . .	705				805	725				825	%	
	\$				%	\$				%	%	
g. Food, beer, and wine . . . . .	706				806	726				826	%	
	\$				%	\$				%	%	
h. Furniture and home furnishings . . . . .	707				807	727				827	%	
	\$				%	\$				%	%	
i. Jewelry . . . . .	708				808	728				828	%	
	\$				%	\$				%	%	
j. Music and videos . . . . .	709				809	729				829	%	
	\$				%	\$				%	%	
k. Office equipment and supplies . . . . .	710				810	730				830	%	
	\$				%	\$				%	%	
l. Sporting goods . . . . .	711				811	731				831	%	
	\$				%	\$				%	%	
m. Toys, hobby goods, and games . . . . .	712				812	732				832	%	
	\$				%	\$				%	%	
n. Other merchandise — <i>Specify principal line(s) below</i> ↘ . . . . .	713				813	733				833	%	
[Redacted]	\$				%	\$				%	%	
o. Shipping and handling . . . . .	714				814	734				834	%	
	\$				%	\$				%	%	
p. Advertising revenues . . . . .	715				815	735				835	%	
	\$				%	\$				%	%	
q. Other non-merchandise receipts — <i>Specify principal receipt(s)</i> ↘	716				816	736				836	%	
[Redacted]	\$				%	\$				%	%	
r. <b>Total sales of merchandise</b> . . . . .	719				819	740				840	%	
<b>Note - Sum of all items should equal totals in items 2Aa and 2B.</b>	\$				%	\$				%	%	

<b>Item 5 MERCHANDISE INVENTORIES (December 31) — See instruction sheet for detailed directions.</b>	Merchandise inventories at cost value							
Report <b>cost value</b> of all merchandise. <b>Cost figures for December 31</b> should be reported in items 5a through 5c. If book figures are not available, carefully prepared estimates of inventories for December 31 are preferable to book figures representing another date. <b>For inventories at LIFO cost, report the LIFO amount plus the LIFO reserve.</b> <b>Complete each item; enter "0" if none.</b>	2003				2002			
	Bil.	Mil.	Thou.	Dol.	Bil.	Mil.	Thou.	Dol.
	a. Merchandise in retail store(s), departments, and concessions . . . . .	201				251		
	\$				\$			
b. Merchandise in warehouses, offices, or in transit for distribution to your retail outlet(s), including merchandise to be distributed to retail departments and concessions operated by your firm in other establishments . . . . .	202				252			
	\$				\$			
<b>c. TOTAL merchandise inventories — Sum of items 5a and 5b</b> →	200				250			
	\$				\$			
<b>d. Are the data reported in items 5a through 5c for December 31?</b>	203				253			
220 1 <input type="checkbox"/> YES — Go to item 6	Month	Day	Year		Month	Day	Year	
2 <input type="checkbox"/> NO — Enter the date that the data represent. →								

**Item 6 INVENTORY VALUATION METHOD — See instruction sheet for detailed directions.**

- a. Were any of the inventories reported in item 5 valued using the Last-In, First-Out (LIFO) and/or LIFO Retail Method of inventory valuation?  
 305 1  YES  NO — **SKIP to item 7**
- b. Amount of inventories in item 5c subject to LIFO — *Exclude LIFO reserve* . . . . .
- c. Amount of LIFO Reserve — The LIFO Reserve is the DIFFERENCE between a given physical stock valued on a non-LIFO basis, for example First-In, First-Out (FIFO), and that same physical stock valued at LIFO (i.e., non-LIFO value MINUS LIFO value) . . . . .
- d. **Amount of total inventories subject to LIFO**  
**Sum of items 6b and 6c** →
- e. Amount of total inventories in item 5c which was not subject to LIFO . . . . .

2003				2002			
Bil.	Mil.	Thou.	Dol.	Bil.	Mil.	Thou.	Dol.
300				350			
\$				\$			
301				351			
\$				\$			
302				352			
\$				\$			
303				353			
\$				\$			

**NOTE — The sum of lines 6d and 6e should equal item 5c.**

**Item 7 PURCHASES OF MERCHANDISE (AT COST)**

See instruction sheet for detailed directions.

Purchases at cost value			
2003			
Bil.	Mil.	Thou.	Dol.
400			
\$			

- a. Report **total cost of merchandise** purchased for resale (net of returns, allowances, and trade and cash discounts), for which you took title during 2003 whether or not payment was made during the year. *Exclude expenditures for supplies, equipment, and parts purchased for your company's own use.* →
- b. Were any of the goods purchased for resale in item 7a ordered over an Internet, extranet, EDI or other online system?  
 405 1  YES 2  NO 3  DON'T KNOW

**REMARKS**  
962

<b>CENSUS USE</b>
961

Public reporting burden for this collection of information is estimated to average 24 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0013, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0013" as the subject. **PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.** Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner of this form.

**Item 8 CERTIFICATION — This report is substantially accurate and has been prepared in accordance with instructions.**

Name and e-mail address of person to contact regarding this report <i>Print or type</i> 950	Address — <i>Number and street, city, State, ZIP Code</i> 951	954 Telephone		
		Area code	Number	Extension
Signature of authorized person	Title 952	Date 953	955 Fax number	
			Area code	Number
			956 Internet address (firm's homepage)	
http://				